



2020 PR Plan

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GOST

Goal: To maintain Denton Bible Church as the primary discipleship church in the Denton area and to establish new discipleship churches all over the world.

Objective 1: To increase social media following by 10 percent on Instagram account (@dentonbible) by the first quarter.

Strategy 1: Use Instagram to share content from media ministry.

Tactic 1: Post on Instagram every Monday a short clip from Sunday's sermon.

Tactic 2: Post a longer clip on Instagram TV every Tuesday from Sunday's sermon.

Strategy 2: Use Instagram to promote ministry events.

Tactic 1: Post an event graphic from a DBC ministry each week.

Tactic 2: Retweet a ministry Instagram account from the main DBC account.

Objective 2: To increase effective communication within promoting membership by 25 percent in the first quarter.

Strategy 1: Create new visitors page on website.

Tactic 1: Highlight dates and times of all of DBC's services and include a campus map.

Tactic 2: Post FAQs about what to wear, what to bring, and where to go for first time visitors.

Strategy 2: Use targeted Facebook advertisements.

Tactic 1: Target UNT and TWU 18 to 25-year-old college students in the Denton area.

Tactic 2: Target 30 to 40-year-olds with families who live near Denton Bible Church.

Objective 3: To increase effective communication about DBC's 2:7 discipleship training program by the Navigators by 5 percent in the third quarter.

Strategy 1: Promote 2:7 to Sunday morning services.

Tactic 1: Have a verbal announcement at the two morning services by Senior Pastor Tom Nelson before he begins his sermon.

Tactic 2: Create a video promo to play during announcements that explains what 2:7 is.

Tactic 3: Have Brent Bowen, director of Small Groups, come up on stage during the Sunday service for a quick Q and A about 2:7.

Tactic 4: Have a small groups staff member available after the service to answer any questions interested attendees may have.

Strategy 2: Promote 2:7 to the Sunday evening service.

Tactic 1: Have a verbal announcement at the evening service by evening service Pastor, Mike Spencer, before he begins his sermon.

Tactic 2: Have someone who has previously gone through the 2:7 give a testimonial on how it has impacted their life.

Tactic 3: Have a small groups staff member available after the service to answer any questions interested attendees may have.

Objective 4: To increase effectively communicate the purpose of small groups by 10 percent in the first quarter.

Strategy 1: Promote small groups to all Sunday Bible Fellowships.

Tactic 1: Have a verbal announcement at every Sunday Bible Fellowship explaining the importance of being active and accountable to a small group.

Tactic 2: Take over one Sunday and have all Sunday Bible Fellowships meet in the Fellowship Hall for a special meet-and-greet with small group leaders and provide lunch.

Tactic 3: Leave business cards with the Sunday Bible Fellowships that explain how to find the best small group to get involved in.

Strategy 2: Promote small groups to the entire congregation.

Tactic 1: Create a video promo to play during announcements that explains who the small group leaders are and when/where they meet throughout the week.

Tactic 2: Have Tommy Nelson give a special sermon on the importance of small groups and the accountability they provide.

Tactic 3: Post on Facebook inviting everyone to the special sermon.

Objective 5: To contribute to 5 percent of growth by establishing more mission trips by the end of the second quarter.

Strategy 1: Promote current short-term trips to regular attendees.

Tactic 1: Invite all regular attendees who have never been on a mission trip before to a special missions informational meeting that explains where we are going and where we have gone in the past.

Tactic 2: Use the new DBC app to send a push-notification about the available trips they can sign up for.

Tactic 3: Invest in a new mission's management system that allows people an easier way at signing up for trips.

Strategy 2: Promote short-term trips to students

Tactic 1: Create a video promo to play at the Student Ministries Sunday and Wednesday services that explains what short-term trips are available and the impact they have on the world.

Tactic 2: Have a special missions service in the Student Ministries Center where students can ask questions and bring parents to learn more about the trips DBC offers.

Tactic 3: Post on Facebook inviting everyone to the special mission's service.

Objective 6: To plant one new church/ or partner with an existing church every year.

Strategy 1: Find financially struggling churches in the North Texas area.

Tactic 1: Reach out to local pastors in the area about churches that need help

Tactic 2: Reach out to local seminaries to see if they know of any churches that need help.

Tactic 3: Write a News Release about Denton Bible Church's commitment to furthering the Gospel encouraging new partnerships.

Strategy 2: Find towns and neighborhoods in the area that need a church plant.

Tactic 1: Work with community leaders to locate low-income areas.

Tactic 2: Work with churches of populated areas to locate areas that could use a church plant.

Objective 7: To increase Denton Bible's website traffic by 100 percent in one year.

Strategy 1: Create new site with an all new design.

Tactic 1: Have ministries complete and regularly maintain pages on the new site.

Tactic 2: Encourage every ministry to have pages for events that they are hosting and to keep an updated calendar on the site.

Tactic 3: Have ministry leaders give insight on features they would like.

Strategy 2: Create a special members-only site.

Tactic 1: Make it easier for regular attendees to sign up for events.

Tactic 2: Link new site to church database.

Objective 8: To increase millennials and generation Z in church services.

Strategy 1: Promote services to local colleges.

Tactic 1: Reach out to spiritual life coordinators on UNT and TWU college campuses.

Tactic 2: Regularly post on Instagram and Twitter about fun events the church is hosting and offer free food to students.

Tactic 3: Show up at college campuses giving out free food and ask for nothing in return.

Strategy 2: Promote services to local high schools.

Tactic 1: Reach out to I am Second and Fellowship of Christian Athlete student groups.

Tactic 2: Have Student Ministries Pastor talk at student Christian group meetings at local high schools.

Tactic 3: Have Student Ministries staff attend sporting, academic, and fine arts events at local high schools and cheer on students.

Objective 9: To increase visitors to Sunday services by 20 percent by third quarter.

Strategy 1: Improve dentonbible.org SEO rankings on Google and Yahoo

Tactic 1: Have ministry directors write blogs relevant to their ministries and post them to the Denton Bible website.

Tactic 2: Tweet at least twice a week with a link to content on the DBC website.

Tactic 3: Have regular attendees share website content on their own social media profiles.

Strategy 2: Use social media to regularly promote content from dentonbible.org

Tactic 1: Tweet at least twice a week with a link to content on the DBC website.

Tactic 2: Have the senior pastor create his own personal twitter account to tweet from.

Tactic 3: Run a weekly sponsored post on Instagram and Facebook to a targeted audience.

Objective 10: To increase native web traffic by 10 percent in the fourth quarter.

Strategy 1: Promote publications to attendees

Tactic 1: Post the First-Cup, Denton Bible's weekly bulletin, to the homepage on the website every Thursday before a service.

Tactic 2: Post Tommy Nelson's sermon notes by the Friday before a service on the website.

Tactic 3: Post a quarterly publication that details the ministries offered at DBC and ways to get involved.

Strategy 2: Promote ministry and church-wide events

Tactic 1: Create an app for the congregation that includes ways to register for events – that is a portal to events on the website.

Tactic 2: Invite ministries to promote events on the homepage with a special graphic.

Tactic 3: Have verbal announcements promoting events and require sign ups to be online on the website.

Planning

Insights

1. Establish a newsroom and pitch press releases at least four times per year to gain earned media
2. Produce a minimum of four press releases per year geared at major services
3. Update website to a more modern, mobile friendly version
4. Update social media accounts and post on social media at least once per day
5. Create a “members only” area of website and post frequently to keep church members informed
6. Create a “new visitors” page and create a contact form to track new visitors every Sunday
7. Create a blog about serving in the church and post at least once per month
8. Create “communication” area in mobile app to facilitate the church’s communication efforts
9. Promote at least one short term mission trip per month
10. Create livestreaming page and livestream every service and event

SWOT



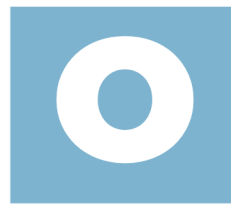
Strengths

- Discipleship
- Tommy Nelson's preaching reaches other countries
- Largest church in Denton
- Many devoted followers
- Strict policies
- Moving with the times - has created an app to communicate with attendees
- Posts sermons on YouTube



Weaknesses

- Website design and quality
- Lack of internal communication
- Rarely posts on social media - not consistent and poorly designed
- Too many accounts on social media - who does the public follow? A ministry or the church?
- Doesn't livestream services



Opportunities

- College students
- Families
- Parents with children and middle school/ high school students
- Students whose parents don't regularly attend a church
- Young Adults (20s to 30s)
- Coverage in the Denton Record-Chronicle



Threats

- New churches
- Bigger, more modern churches such as Watermark Community Church in Dallas
- First Denton
- The Village
- Political stances

Research

Innovation Ideas

1. watermark.org landing page – easily promotes multiple campuses and could be used with church plants
2. watermark.org/dallas – Dallas campus page – features stories about lives that have been changed, and features events and the latest sermon video
3. theporch.live – nice modern and colorful design
4. passioncitychurch.com – features many photos and graphics, does a great job at explaining how to contact them and helping visitors get to know the pastors
5. piedmontchapel.com – nice color scheme, use of video on front page, and countdown clock to next Sunday service that pops up
6. churchonthemove.com – geared toward new visitors only
7. cotm.info – geared toward existing congregation
8. newspring.cc – features a nice address box to locate the best church closest to you and features nice typography
9. gracehillchurch.com – the headline is nice “we’re saving a seat for you” - Also like the photo as a background
10. goodnews.church – uses testimonies on the home page

Communication Audit

Organizational, audiences, messages, voice

Denton Bible Church

Organizational analysis:

- Overall goal - to equip the saints for the work of ministry.
- Objective - to gain more attendees and to get them serving here, at another church or country.

Audiences listed:

- Members/ prospective members/ regular attendees/ first-time guests/ tithers
- Missionaries/ financial contributors/ short-term trip donors
- Parents/ middle school and high school students/ college students/ young adults (20s to 30s)
- full-time employees/ part-time employees/ volunteers

Messages

- To communicate with DBC members, prospective members, regular attendees, and visitors about events, services, the impact DBC has on our community and the world, mission trips, missionaries, and ways to volunteer
- To communicate with parents about student events, trips and services
- To communicate with part-time and full-time staffs and volunteers about normal daily operating procedures and notices

Organizational tone/voice

- There is no storytelling on dentonbible.org
- Website is outdated and irrelevant
 - Needs a major overhaul if they want to reach millennials and younger

Earned Media

- None

Newsroom

- Does not produce news releases
- Produces weekly and monthly publications for regular attendees (First Cup and Starting Point)

Social media channels

- Account on all three of the major social media sites – Facebook, Twitter and Instagram.
- Most active on Facebook and Instagram.

- The last post for twitter was written on September 15, 2018
- Too many accounts on social media – many ministries have their own
 - Main page
 - Student ministries
 - Media ministry
 - Men’s ministry
 - Women’s ministry
 - re|engage marriage ministry
 - College ministry
- Primary twitter (@dentonbible) is dormant.
- Facebook is primary social media platform with many of its ministries posting regular on their Facebook pages
 - Main church facebook page is somewhat active and consistently cross-posts Instagram TV videos from the most recent Sunday sermon.
 - Also has an Instagram account but primarily reposts photos from student ministries, children’s ministry and re|engage accounts
- Too many Facebook pages
 - Main page
 - Student ministries
 - Media ministry
 - Men’s ministry
 - Women’s ministry
 - re|engage marriage ministry
 - College ministry
 - Young adults
 - Awana
 - Young guns
 - Community garden

Website

- Lacks organization and structure as well as quality content
- Has separate websites for its student ministries (dbestudents.org) and missions ministry (dbcm.org) while other ministries have subpages on the dentonbible.org site with URLs like women.dentonbible.org and men.dentonbible.org
- All are outdated and poorly designed
- Not appealing to the eye
- Recently changed church database software to Ministry Platform and just launched a new portal for members and visitors as well as an app on the Apple App Store and Google Play
- App is well-organized and features a nice design
- Portal lacks a good design.

LinkedIn

- Denton Bible Church has a profile on LinkedIn but not much more than that. Their account does not have a logo or consistent use. Many employees have DBC listed on their accounts but there is not much of an interaction by Denton Bible Church on the platform.

Blog

- Senior pastor, Tom Nelson, previously had a blog called “Tommy’s Musings” that was updated pretty frequently until November 2016. Recently started posting again starting June 2019 and been consistent since then.

News Releases

- Does not produce news releases
- Does not have a boiler